

## **Outline from Oral Presentation: GBC**

### **I. Background.**

- A. William N. Lane II and two-business partners founded GBC in 1947.
- B. GBC maintains its headquarter in Northbrook, Chicago, USA and has significant manufacturing sites in Europe and Asia.
- C. Second Headquarter in Aylesbury, Buckinghamshire, England.
- D. Employees all locations 3600 (Actual)
- E. Main headquarter 200 actual employees.

#### **E. History**

- a. 1950 Creating sale and distribution networks in Europe, Mexico, Canada, Venezuela and Brazil.
- b. 1952 Expand operations in by opening another manufacturing plant in Canada.
- c. 1954 GBC established a manufacturing subsidiary in Switzerland
- d. 1960, GBC introduced the Combo binding.
- e. 1960 GBC become one of the first foreign companies to set up operations in Japan.
- f. 1962 Ventured into lamination business with purchase of Virginia laminating, a designer and manufacturer of lamination machines.
- g. 1985 GBC entered into an agreement with VeloBind, Inc., of Sunnyvale California.
- h. 2005 GBC Merged with ACCO to form the world's largest supplier of brand office products.

### **II. Key Financials.**

- A. First year sales totaled \$250,000
- B. Sale from 1961 to 1971 rose an average of 2.1 million
- C. Sale in 1973 surpassed \$50 millions for the first time.
- D. Sale in 1978 hit the \$100 millions
- E. 2011 revenue 700 millions
- F. No public

### **III Products.**

- A. Binding machines and suppliers.
- B. Lamination machines and suppliers.
- C. Displaying products.

IV. Key competitors.

- A. Renz corporation
- B. Royal sovereign corporation

